

IMPACT OF ADVERTISING MESSAGES ACROSS SOCIAL NETWORKS ON CONSUMERS' PURCHASING BEHAVIOR OF MOBILE PHONES: A STUDY AMONGST YOUTH IN JORDAN

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ABSTRACT

The aim of this paper is to explore the relationship between three key variables, namely message content, message properties and means media and customer purchase behavior in mobile phone industry in Jordan. The researcher used a questionnaire survey to elicit data from the participants of the study. The sample included 480 questionnaires. Out of 480 questionnaires, 418 were returned by the end of Dec, 2016. They were distributed over a number of youth in Jordan, particularly in the capital city "Amman". The results of the study showed that there is a positive effect of message content, message properties and means media, on customer purchase behavior. This has confirmed the Hypothesis of the study (H1, H2 and H3) in terms of being significantly and positively related to customer purchase behavior.

KEYWORDS: Advertising Messages, Customer Purchase Behavior & Jordan

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INTRODUCTION

Recent years have witnessed the evolution of new media such as (Face book, Twitter, Snap chat, Instagram, Whats App, Google Plus, and You tube) that enable the clients to communicate between each other at any time and place, and these means have effect on developing the relationship between their users, also enabled them to receive and exchange information between them about the advertised products and services.

(Thorsten, H etal, 2010: 311-330).

The appearance of the internet has plaid great role moving from the traditional advertising means to the social communication webs that provided their users with chat and discussion between them which contributed to increase in the number of the advertising means that enabled the companies to sell their products by advertising through social communication webs (Russell, Winer, 2009: 108-117).

The companies perceive that media means and the advertisement published through them have the effect on the buying decision, this is why the companies have inclined towards accrediting the social media webs and the mobile phones to deliver their advertising messages to the targeted market.

Also, these companies interested in designing their sites and the content of their advertising messages to be able to attract the customers and influencing their buying decision.

The rapid technological development era is witnessing the effect on all industries and products provided

to the market, including the mobile phones, since these industries experience great and rapid development and up-dating in the mobile phones which required from the companies the work to renew their advertising messages according to the nature of the occurring development in the products they introduce through the news advertising through which the company aims to inform about the components of the targeted market with this product mobile phones production and marketing companies like the other companies target the clients through the social media webs (Face book, Twitter, What sap, Fiber), these application became to have effective role in influencing the clients behavior, because the mobile phone became at present an important good relative to the individuals especially for the youth segment, since it plays basic role in helping them receiving the information and communicate with friends & relatives, turning the messages back, and asking the consultation and advice. (Khuzaymiah, 2015).

The exchange of information through the social media webs is made through the transferred word, which made it important tool to the marketers through the positive word, by determining the influencing individuals in the social media and communicate with them by ways encouraging the increasing interaction with the advertising message and discussing the mentioned information in them & providing the advice. (Smith, T el al, 2007: 387-397).

LITERATURE REVIEW

Organizations seek for adopting the electronic advertisement because it represent a pushing power motivates the consumers to buy the advertised products, on the other side, it seek for enhancing the positive reputation through influencing the ideas and the consumers buying decisions. (Hasan, 2014). Also, the electronic advertisement achieves high investment returns because it greatly grow within limited years. (Al-Sameadi, 2012). The spread of the internet with the smart devices has increased the spread of the social media sites, they motive for the companies to adopt the electronic advertisement through these sites since the digital social media webs are sites on the internet web, because they provide their users the opportunity to negotiate, exchange information, the opinions, the ideas and the problems through the personal files, pictures albums, chat rooms, and other opportunities (Al-Dbaisi and Altahtat, 2013: 66-88).

In our contemporary era the social media concept is the higher in the businesses schedule relative to many today's businessmen, decision markers and the consultants, in an attempt from them to determine the way to enable the companies to benefit from these applications in profitable ways (Andreas, M., Kaplan, M. 2010: 59-68). Many of the specialists in the marketing science have merged the social media as inseparable part of the promotional mix (Shu-Chuan and Kim 2011: 47-75).

A study reached the effect of marketing using the social communication means for the purchase intention they study recommended the necessity for focusing the efforts on in proving effectiveness of their content on the social media sites (Al-Dbaisi and Altahtat, 2013:66-88). From this we find that social media forced many of the trade marks to follow this continuous process to deal with the clients (Uzunoglu et al., 2014: 270-290).

Also, it is found that many trademarks deal with the social media sites because they help communicating with thousands of clients in one moment (Mangold & Faulds, 2009: 357-365).

According to (Fortin and Dholakia 2005, 387–396) study had another opinion, since the results indicate to moderate influences from the interactive on the social presence and in indirect from, and participation which in turn has strong influences on the effectiveness procedures of the traditional advertisement, this could be due to the study being old in a changing world.

RESEARCH MODEL AND HYPOTHESES

Research Model

In this study the researchers propose a model Figure 1 that measures the impact of message content, message properties and means media as independent variable, on customer purchase behavior as dependent variable.

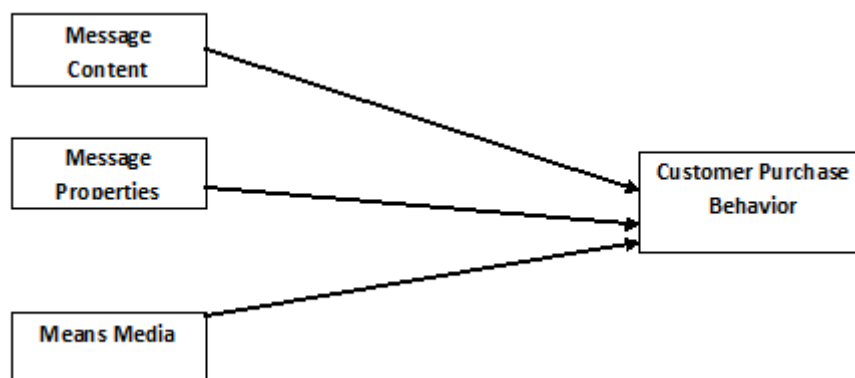


Figure 1: Research Model

HYPOTHESIS

The study consists of the following main hypothesis:

H1: Message content is positively related to Customers' purchase behavior.

H2: Message properties are positively related to Customers' purchase behavior.

H3: Means media is positively related to Customers' purchase behavior.

METHODOLOGY

The researcher has adopted the descriptive analytical method in the study, by studying the phenomenon and collecting data related to it through the study instrument and the previous studies, the researcher has concerned about selecting a representative sample by scientific methods from the study populations also, the researcher has depended on a group of statistical methods to analyze data, and confirming its validity and testing the study hypothesis. Study population represents the youth population in Al-Zarqa Governorate their number based on the Jordanian General Statistics Department's report for the year 2015 reached (271,957), and the researcher depended on the age categoria between (15-25) years old based on the International Bank identification of the youth age categories.

To test a relevant sample in terms of representation and size the researcher depended on sekaran table in selecting the relevant sample side to represent the population, and based on the study population, the relevant sample size to represent the population should be not less than (384) youth Sekaran, 2003). The researcher depended on the simple random sample in distributing the questionnaires and to target the study sample, and distributed (480) questionnaires and retrieved (418) questionnaire, with loss of (62) questionnaire, and the percentage of the retrieved questionnaires reached (87%). All variables were measured using five-point Likert scales from (1) Strongly disagree, (2) Disagree, (3)Undecided, (4) Agree, (5) Strongly Agree

Table 1 below states the number of questionnaires distributed. Out of 480 questionnaires only 120 were usable as

20 copies were unreturned, and 42 copies were eliminated either because failing to pass the criteria, or for being incomplete.

Table 1: Summary of Response Rates

Questionnaires administrated	480
Unreturned	20
Incomplete / rejected	42
No. of responses	418
Response rate	87%

RESULTS

The respondents' ages ranged from 20 to more than 50 years old. There are more male respondents (33.2%) compared to female (66.8%). The majority was single (86.6%) while married (13.4%). for a students were less than one year (42.3%). Finally, the majority of knowing messages of media by friends (23.1%).

Reliability Analysis

The Cronbach's alpha was computed to assess the items score of the independent variable (message content, message properties and means media) as independent variable, and the dependent variable (customer purchase behavior). Each construct shows Cronbach's alpha readings of acceptable values above 60% (Hair et al., 2006, 2010). Reliability values for all constructs range from 0.73 to 0.84. This implies that the items form a scale with internal consistent reliability. Table 2 gives detailed explanation of the reliability of each variable.

Table 2: Descriptive Statistic and Reliability Results (N= 418)

Variable Name	Original Items	Min	Max	Total Mean	Standard Deviation	Items after CFA	Cronbach's Alpha
Message Content	6	2	5	3.92	.791	3	.84
Message Properties	4	3	5	4.19	.617	4	.80
Means Media	5	4	5	4.90	.797	4	.70
Customer Purchase Behavior	5	3	5	4.69	.719	4	.73
Total items	20					15	

Hypotheses Results

The hypotheses were tested as per the rule of thumb to accept the hypothesis if value of t-value more than 1.96 and p-value less than 0.05.

Table 3: Results of Hypothesis (N= 418)

Hypothesis	R ²	B	t- value	Sig	Results
Message Content	0.036	0.20	3.79	0.000	Yes
Message Properties	0.071	0.34	5.40	0.000	Yes
Means Media	0.058	0.27	4.85	0.000	Yes

Table 3 demonstrates the liner regression of the independent variables (message content, message properties and means media) on the dependent variable (customer purchase behavior). The results of study show that there all hypothesis were acceptance (H1, H2 and H3). As the influence value were (message content (t=3.79, p value=0.000), message properties (t value=5.40, p value=0.000), and means media (t value=4.85, p value=0.000)) respectively, indicated that all

hypothesis were acceptance (Hair et al., 2006).

Message properties are the most important dimension in terms of interrupted contribution in realizing customer purchase behavior, followed by means media, then message content.

CONCLUSIONS

As mentioned earlier, this study attempts to examine the impact of three independent variables (message content, message properties and means media) on the dependent variable (customer purchase behavior), were tested directly.

The results show that there was positive impact of message content and customer purchase behavior, as a matter of message content of turned to be the important impacted as a factor; this means that the use of message content in Mobile Phones improves image advertising, and the time needed to develop new or modify current services. Additionally, message properties has positive impact on customer purchase behavior, using a properties in messages lead to be a new products and services and new ideas

Means media is as well has positive impact on customer purchase behavior, allowing mobile phone companies to offer quality products and services with lower cost, and reduce the overall cost of operation. Which in term allow offer products and services at better prices.

Many corporations seek for adopting the electronic advertisement because it represents a pushing power motivates the youth to buy the advertised products. Furthermore, it seeks for enhancing the positive image through influencing the ideas and the youth buying decisions.

Future Researches

Future research could investigate the model in different sample and service sectors. Additionally, similar study could be conducted in different countries especially in the Arab world to provide comparable results.

Finally, other determinant factors need to be considered in future research such as technological factors (i.e. Internet), providing a services, incentives, environment factors, and infrastructure factors.

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